



Gift Solicitation and Acceptance Policy

The CASH Campaign of Maryland (Creating Assets, Savings and Hope) is a designated 501(c)(3) nonprofit organization based in Baltimore, Maryland. CASH encourages the solicitation and acceptance of gifts to or for the benefit of CASH for purposes that will help CASH to further and fulfill its mission.

The mission of the CASH Campaign of Maryland is to advance economic security for low-to-moderate income individuals and families across Maryland. CASH works towards this mission by offering a range of direct services and advocating for policies that help low-income individuals and families build assets, reduce debt, and achieve financial stability.

At CASH, we are committed to fostering a culture deeply rooted in principles of justice, equity, and inclusion. Our **values** guide our actions and influence the way we engage with our community and partners.

1. **Addressing Structural Racism:** We recognize that structural racism has profound impacts on families and communities. Therefore, our work is fundamentally centered on addressing these systemic injustices and their pervasive effects.
2. **Economic Justice and Anti-Racism:** We understand that achieving economic justice requires active participation in the broader anti-racist and anti-poverty movements. We integrate these values into our organizational practices and collaborations, both within our organization and with external partners and coalitions.
3. **Equity for All:** We believe in creating opportunities for all individuals to thrive irrespective of race, gender, sexual orientation, zip code, or socioeconomic status. Every person deserves the chance to reach their full potential.
4. **Diversity Strengthens Our Work:** We recognize the inherent strength in diversity across racial, economic, gender, disability, generational, institutional, and professional lines. Embracing diverse perspectives enriches our work and enhances our impact.
5. **Centering Affected Communities:** We prioritize the voices and experiences of those directly impacted by racial and economic inequities. Their insights inform our strategies and initiatives, which ensures that our work remains relevant and impactful.
6. **Strengths-Based Approach:** We uphold a strengths-based approach that acknowledges and honors the knowledge and skills within our communities. By leveraging their strengths, we empower communities to drive positive change and create sustainable solutions.

These **values** serve as the foundation of our organization and guide us in our pursuit of a more just, equitable, and inclusive society.

I. Purpose of Policy

CASH solicits gifts from individuals, corporations, and foundations to support its programs and achieve its mission. This policy governs the acceptance of gifts by CASH and provides guidance to prospective donors when making gifts to CASH. The provisions of these policies apply to all gifts made to CASH.

II. Solicitations and Acknowledgements

CASH Campaign of Maryland solicitations and acknowledgements will be accurate, timely, and in compliance with state and federal requirements. Solicitation materials and acknowledgements/receipts shall follow all federal and state requirements for solicitations, including, but not limited to:

- Disclaimers, such as those required by State charity regulators.
- Disclosure statements indicating that the organization is a charitable nonprofit and statements such as those required by state charity regulators.
- Indication of the value of goods or services provided to the donor in exchange for their gift.

CASH is committed to safeguarding the confidentiality of the donor relationship; providing full disclosure to the donor; and ensuring that gifts are recorded, allocated, and used according to the donor's intent and designation. Requests by donors to remain anonymous, to have their names removed from mailing lists, or to restrict appeals will be honored. Information about donors that they wish to remain confidential, including contact information and number of gifts, may be held in confidence upon request, except disclosures required by law. Donors will not be subject to excessive pressure when solicited for contributions.

CASH encourages all prospective donors to seek assistance from independent personal legal and financial advisors in matters relating to their gifts and the resulting tax and estate planning consequences of their donations. Donors may engage their own legal or tax counsel as they explore gifts, but this counsel must not be CASH Campaign of Maryland's legal counsel.

III. Gift Acceptance or Refusal

Donations will generally be accepted from individuals, partnerships, corporations, foundations, government agencies, or other entities without limitations—unless the acceptance of gifts from a specific source is inconsistent with the organization's mission (e.g., predatory lending, payday lending). Gifts will be accepted only if they do *not* interfere with CASH's mission, purpose, and procedures. CASH shall *only* accept gifts that are legal and consistent with organizational policy.

Certain types of gifts must be reviewed prior to acceptance because they may create liabilities or impose special obligations on CASH Campaign of Maryland. On occasion, CASH Campaign of Maryland may find it necessary to retain legal counsel to assist with issues related to accepting gifts to review transactions, contracts, agreements, restrictions; and address actual, potential or perceived conflicts of interest.

The gift acceptance committee is responsible for reviewing all gifts made to CASH, properly screening, accepting or rejecting them, and making recommendations to the board on gift acceptance issues when appropriate. The gift acceptance committee consists of:

1. The Chief Executive Officer (CEO)
2. The Chief Operating Officer (COO)

The Chief Executive Officer and/or Chief Operating Officer of the CASH Campaign of Maryland will approve all fundraising activities conducted by any staff, volunteers, consultants, contractors, board members, and others soliciting on behalf of the organization.

The gift acceptance committee may additionally consult with the organization's management accounting firm, auditors, Board Treasurer, and other Board of Directors as needed to review a gift that may have fiscal implications on the approved operating budget or other legal implications for CASH. **Types of gifts that will require additional review include:**

- Gifts of property (i.e., real property or conservation easements and personal property)
- Gifts of securities (i.e., insurance, trusts, annuities, bequests, retirement plans, stocks, bonds, endowments, or other securities)
- Restricted gifts
- Unusual gifts (i.e., gifts that are out of the ordinary and differ significantly from the amounts or types of gifts that are routinely received by the organization).

CASH Campaign of Maryland may elect to refuse gifts if there is reason to believe that such gifts are incompatible with the mission of the organization, conflict with its core values, or would create a financial, administrative, or programmatic burden. CASH may also elect to refuse gifts of any type if the potential gift poses an ethical conflict of interest including but not limited to real conflicts of interest, appearances of conflicts of interest, or perceived conflicts of interest. The gift acceptance committee of CASH shall make the final determination on the acceptance or rejection of gifts of all forms and inform the Board of CASH of such determinations.

CASH makes every effort to ensure accepted gifts are in the best interests of the organization and the donor. CASH works to follow [The Donor Bill of Rights](#) adopted by The Giving Institute (formerly known as the AAFRC Trust for Philanthropy), the Association of Fundraising Professionals and other professional organizations.

IV. Types of Gifts

CASH Campaign of Maryland may accept the following types of donations:

1. Cash

Cash refers to cash equivalents including checks, money orders, currency/coin, and credit card payments. Checks or money orders shall be made payable to "CASH Campaign of Maryland, Inc." and shall appropriately identify the donor and be delivered to CASH's administrative office (575 S. Charles St. STE 500 Baltimore, MD 21201). Wire and Electronic Funds Transfer (EFT) can usually be arranged with CASH staff.

If a matching gift company or workplace giving program wants to send an ACH/EFT instead of a check, these must be authorized by the CEO before the enrollment form is sent back to the constituent.

2. Property

Before accepting property, CASH requires an initial review of the property to determine its value and ensure there is no damage or potential for liability. CASH is not responsible for the independent evaluation of property to determine its value. Evaluation of property is the responsibility of the donor. If initial inspection reveals a potential problem, further review and recommendation by an outside professional may be sought before making a final decision on the acceptance of the gift.

All gifts of property shall be examined considering the following criteria:

- Does the property fulfill the mission of CASH? Does the property contribute positively to CASH's financial sustainability? Is the property useful for the purposes of CASH?
- Is the property marketable? Are there any undue restrictions on the use, display, or sale of the property?
 - *Every effort will be made to sell non-marketable securities as quickly as possible.*
- What are the financial implications of accepting the property? Are there any carrying costs for the property? Are there potential costs associated with maintaining, insuring, or disposing of the property?

The gift acceptance committee of CASH, with the advice of the Board and legal counsel as necessary, shall make the final determination on the acceptance of property.

3. Securities

Gifts of securities refer to donations made in the form of stocks, bonds, mutual funds, or other marketable securities. When deciding whether to accept a gift of securities, CASH will consider the following:

- **Eligibility and Compliance:** CASH must be eligible to accept gifts of securities in accordance with its legal status and governing documents. All gifts of securities must comply with applicable laws, regulations, and organizational policies.
- **Administrative Capacity:** CASH will assess its administrative capacity to handle gifts of securities including the ability to process transfers, manage donor information, and issue tax receipts in compliance with tax regulations.
- **Potential Benefits:** CASH will evaluate the potential benefits of accepting the gift including the value of the securities. This evaluation may involve consultation with financial and legal professionals.
- **Marketability and Liquidity:** CASH will consider the marketability and liquidity of the securities being offered as well as its ability to sell or hold the securities based on its financial needs and investment policies.
- **Risks and Volatility:** CASH will assess the risks associated with holding the securities including market volatility, fluctuations in value, and specific risks related to the securities being offered.

- **Donor Relationship:** CASH will consider the impact of accepting the gift on its relationship with the donor.
- **Mission Alignment:** CASH will evaluate the extent to which the gift of securities aligns with its mission, values, and strategic priorities to ensure that accepting the gift supports its long-term goals and objectives.
- **Financial Planning:** CASH will consider how the gift of securities fits into its overall financial planning and investment strategy to ensure that it aligns with CASH’s financial objectives.

Gifts of securities, insurance, trusts, annuities, bequests, retirement plans, stocks, bonds, endowments, or other securities may only be accepted upon approval of the gift acceptance committee with consultation of the Board of Directors as needed.

V. Miscellaneous Provisions

a. Restricted Gifts

CASH will accept unrestricted gifts for specified programs and purposes if they are consistent with its stated mission, purposes, and priorities. Gifts not consistent with CASH’s mission or consonant with its current or anticipated programs cannot be accepted.

CASH will not accept gifts that are too restrictive in purpose. Examples of gifts that are too restrictive are those that are too difficult to administer or are for purposes outside of the mission of CASH. When funds are accepted with restrictions, those restrictions will be honored. If restrictions cannot be honored, gifts will be returned to the donor.

All final decisions on the restrictive nature of a gift, and its acceptance or refusal, shall be made by the gift acceptance committee of CASH.

b. Trips and Special Events

When trips or special events involve a charitable contribution (i.e., event sponsorships), the fair market value and the charitable contribution amount for each participant will be stated specifically in the promotional literature and donor acknowledgement letter. Donations given to offset the costs of a special event will be recorded as gift income rather than as a credit to an expense account.

c. Fees and Commissions

CASH generally does not pay “finder’s fees” or commissions to third parties in connection with any kind of gift. CASH requests donors pay for processing fees if they choose to donate through third-party platforms with this requirement. To avoid potential fees, CASH recommends that donors make their gift using the organization’s Network For Good donation page, which is linked on the CASH’s website.

No officer, employee or agent of CASH is or will be compensated in a way that depends on the size or nature of gifts made to CASH by anyone. If CASH engages legal counsel, accounting professionals, appraisers or environmental consultants, their fees will be determined by the time

they spend engaged in CASH's work and not by reference to any particular gift in connection with which they are retained.

d. Changes to Gift Acceptance Policies

These policies and guidelines have been reviewed and recommended to the Board by the gift acceptance committee of CASH. The Board of CASH must approve any changes to these policies. These policies will be reviewed and updated regularly.

Approved by the Board of CASH on the day of April 23, 2024.